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CORE

AREA
PLAN

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architects
city planners .. consultants

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P E T A L U M A

C O R E

A R E A

P L A N

Prepared for
The City of Petaluma,
California

by
LEON RIMOV & ASSOCIATES
Architects,
City Planners,
Albany, California
1968



LEON RIMOV AND ASSOCIATES
ARCHITECTS - CITY PLANNERS

April 2, 1968

Mr. Robert Meyer
City Manager
City Hall
Petaluma, California 94952

Dear Mr. Meyer,

Community-wide enthusiasm, support, imagination, speed, and TOTAL UNANIMITY by the Liaison Committee, the Planning Commission, and the City Council is rarely seen in the preparation of any downtown or core area plan - BUT PETALUMA DID IT.

New ideas, "new community blood," and A NEW SPIRIT to meet the challenges of changing times have been poured into Petaluma's Core Area Plan. This Plan is more than a report of things that should be done -- it represents a program of needs which can be fulfilled within the next five- to ten-year period.

This Plan provides the framework, and NEW, RESPONSIBLE DIRECTION. The Plan sets forth numerous goals, various types of community involvement projects, public and individual private investment, and the opportunity to link the City's colorful and historic past with the prospects and potentials of the City's future.

We are honored to have been invited to participate in the formation of this Plan. The assistance offered by everyone in the City has been deeply appreciated. A truly exciting plan has been prepared, and NOW IS THE TIME TO START BUILDING, using this Plan to bring together the community's untapped energies.

Yours very truly,

Leon Rimov

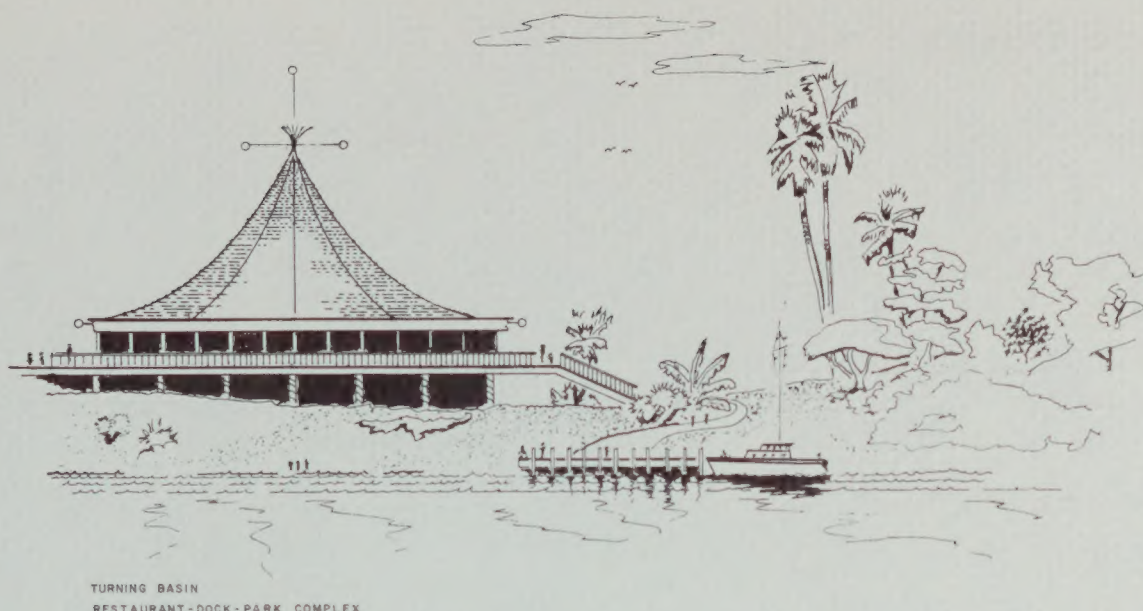
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SAN FRANCISCO
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525-6113



Restaurant at Turning Basin

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Scope of Plan

The Core Area Plan is an economic and physical design for **revitalization and action** in the heart of Petaluma.

The Plan has been designed to form a community-wide base for comprehensive **public and private investment**, and dynamic physical renewal of the City's central area.

The Plan has been based on exhaustive analysis of existing physical conditions, traffic, parking, and pedestrian circulation requirements, merchandising needs, economic and population trends, and the community's potentials and aspirations. This Plan incorporates many of the goals of the City's adopted General Plan, and the community's economic and growth relationship to other North Bay cities within the San Francisco region. **The Plan can be realistically implemented in carefully drawn phases.**

The specific 191.92-acre area, covered by this Plan, includes — the City's Central Business District — a declining "turn-of-the-century" business area, — a neglected and almost forgotten river, water and rail-oriented warehouses, single and multiple family residences, churches, and office and professional buildings.

The variety of topography, visual amenities, and the historical character of the area have been sensitively reviewed and analyzed. **The Core Area Plan has been designed to complement existing and future plans for further enhancement of the City.**

Various choices exist for financially carrying out this Plan. Those aspects, involving public investment, will be continually reviewed by the City's appointed financial consultants. Available Federal, State, and County funds will be employed as are applicable. Private funds will be used for those activities involving private ownership, development, and speculative profit in return for investment.

Objectives

The objectives of the Plan are:

1. To provide direction, purpose, and a climate for combined public and private investment in the Core Area and for the entire City.
2. To stimulate the living, working, and recreation conditions in the heart of the City.
3. To improve Petaluma's position in the business, financial, cultural, entertainment and residential life of the San Francisco-North Bay-Sonoma County region.
4. To improve the Core Area traffic flow and circulation to and through all sections of the City.
5. To upgrade and revitalize those economically and physically deteriorated areas within the Core Area.

Assumptions for Planning

The planning of the 191.92-acre Core Area is based upon assumptions concerning future growth and development of Petaluma, Sonoma County, and the North Bay Region, and public and private commitments already expressed for the development of the City and its environs.

These assumptions have been developed in close cooperation and coordination with the Petaluma Planning Commission and Staff, the City Council, and the Core Area Liaison Committee formed to study and review the plans and alternatives for improvement in the heart of the City.

Economic

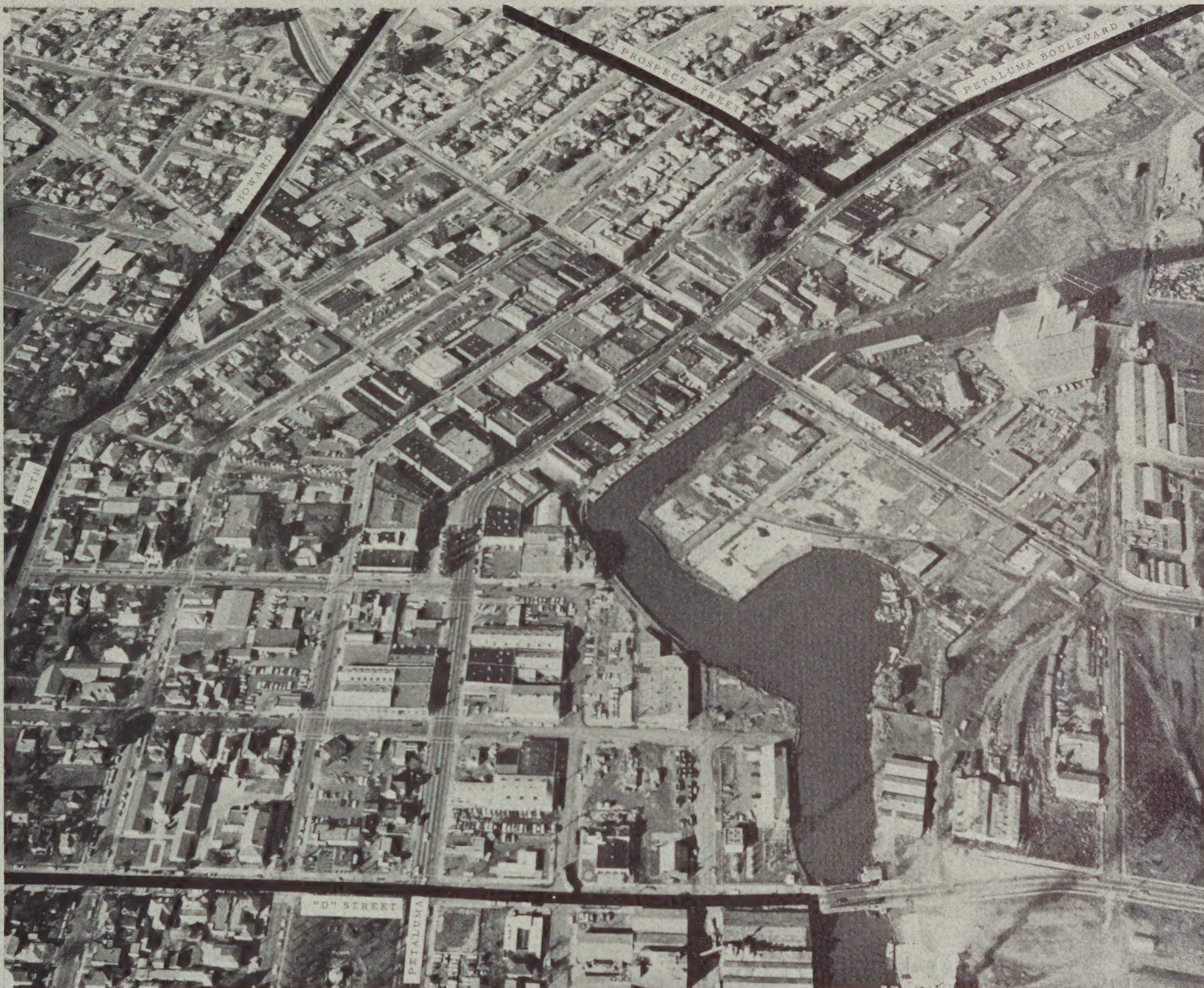
1. Petaluma can be expected to grow from 21,500 persons in 1967 to 40,000 by 1980. The immediate Trade Area can be expected to expand from a population of 25,000 to 65,000.
2. Petaluma, along with Sonoma County, will continue to have a strong agricultural base. Light industrial activity, including publishing, printing, electronics and furniture manufacturing, can be expected to develop and locate in the Southern Sonoma County Area. New, Planned Unit Development Industrial Parks will be required in order to attract stable, year-round employment manufacturing and distribution firms.
3. With the expansion of the inner San Francisco area, Petaluma will continue to be more tightly related economically, to Marin County and San Francisco than to Santa Rosa.
4. New building construction will increase from an average annual value of \$1,500,000 in 1967 to \$2,000,000 per year by 1980.
5. The City will continue to encourage combined public and private investment in the development of the City in accordance with its General Plan Program.
6. Improved merchandising in the Central Business District is needed. New Central Business District promotional information programs for upgrading the community's central core image will result in strengthening not only the Core Area's economic and property value basis, but also tend to encourage new developments throughout the City.

Land Uses

7. The City's natural topographic features, including the Petaluma River, will be further enhanced and developed to serve the greatest number of people. As part of the City's commitment to act and govern in the public's best interests, parks and open spaces, wild-life preserves, major historical landmarks, and natural resources will be designated, funded, and acquired during initial phases of development of the Core Area Plan.
8. The existing Central Business District will continue to provide the City's main retail, professional, and business services.
9. Higher residential densities will be encouraged to be developed tangent to the Central Business District.
10. The zoning pattern in the Core Area will be adjusted to conform to proposed land use policies and financial realities.
11. The age and limited remaining economic life of many buildings in the Core Area indicate that considerable replacement of structures can be anticipated.
12. Adequate conservation and rehabilitation and clearance will be instituted throughout the Core Area to create an environment suitable for increased residential density and increased merchandising.
13. The City will vigorously pursue a program for—
 - a. progressive Building & Housing Code enforcement,
 - b. follow-through on implementing the City's General Plan, and
 - c. incorporating the talents, ideas and energies of citizens appointed to various development and improvement committees and commissions.

Circulation

14. The City's two most important traffic arterials, Washington Street and Petaluma Boulevard, will require extensive widening in order to accommodate increased traffic flow volumes.
15. Access from the Lakeville Highway to the Core Area will be improved.
16. Traffic engineering and planning programs will be developed to discourage heavy truck traffic through the Core Area.
17. Separation of pedestrian and vehicular routes will be developed along Petaluma River as well as within the inner retail Core Area.



Recommendations

1. The consulting team of planners, traffic engineers, members of the Planning Commission, and members of the Liaison Committee, appointed by the Mayor to review, refine, and revise elements of the Core Area Plan are in complete agreement that adoption and implementation of this revitalization plan and program should be **initiated without delay**.

2. The heart of the revitalized Core Area will be the development of a new thoroughfare from "D" Street and Petaluma Boulevard, 3700 feet north to a point in the vicinity of Oak Street and Petaluma Boulevard North. This area is described as **"The Esplanade"**—a combined river-route and pedestrian walkway. Its development is essential to attract new growth in the Core Area, as well as to resolve many circulation problems and objectives.

3. Successful accomplishment of the Core Area Plan will require close cooperation and coordination between public and private investments. The more active commercial facilities should be retained, while revitalization, rehabilitation, or clearance of marginal and deteriorating activities should take place in accordance with the overall objectives of the Core Area Plan.

4. A single public administrative organization should direct the implementation of the Core Area Plan. The renewal of the Core Area can be accomplished in **one long-term project** rather than by a series of short, overlapping, unrelated efforts by different public or private agencies.

5. A continuing program for providing adequate and properly located customer parking is essential to the merchandising effectiveness of the Central Business District. Extensive customer parking should be provided within 300 feet of the C.B.D.; initially, by uncovered at-grade lots, and, as demand warrants, decking of open areas.

6. Public spaces and places for the pedestrian must receive immediate attention. Areas for malls, walkways, sidewalks, plazas, and "mini-

parks," should be established, landscaped and provided with varied shopper and pedestrian needs, i.e., kiosks, telephone corners, mail boxes, drinking fountains, benches, waste containers, restrooms. **A new public merchandising plaza and mall on Kentucky Street** should be built immediately as part of the major pedestrian shopping space.

7. The City of Petaluma, in order to conserve all resources of the community to the best advantage, should engage in a Community Renewal Program. Close attention and coordination should be maintained with all County, State, and Federal agencies able and willing to financially assist with, including but not limited to—

- a. improvement of secondary roads
- b. flood control
- c. river beautification
- d. pedestrian malls, parks and open space
- e. low-interest rate town housing development programs
- f. tree planting
- g. historical conservation
- h. street lighting
- i. clearance of obsolete structures — revitalization of economically declining areas
- j. off-street parking
- k. Municipal Capital Improvement Programs
- l. use of revolving funds, loans and grants for urban development.

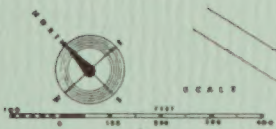
8. The Core Area Plan as proposed must continue to receive active, wide-spread support from all sectors of the community. The major elements of this Plan can be realized within ten years, if aggressive individual efforts, effective timing, and **immediate action is pursued**.

9. Revitalization of the Core Area will depend upon many factors occurring outside the Core Area that directly affect its success. Location of new railroad spur tracks, new commercial zoning, **use of planned-unit development, and improved major highway systems will have a direct bearing on the ultimate success of the Core Area Plan.**

Revitalization and renewal of the Core Area is fundamentally a community-wide challenge. A renewed Core Area would be an asset to the entire City of Petaluma in terms of an increased tax base, higher sales tax revenues to the City, increased convenience and attractiveness, and assurance of continuing tax monies to the City and all County taxing authorities.

PETALUMA CORE AREA PLAN

CORE AREA 101.92 ac
CBD Inner Core 34.49



LEON RIMOV & ASSOC.
architects city planners



The Esplanade

Many of the world's greatest cities have long recognized the importance of relating water, open space, plazas and parks to commercial land uses in the heart of the city. Legendary cities such as Rome, Florence, Paris, abound with fountains, tastefully executed piazzas, conversation plazas, or river walkways. **The quality or style of a city can be developed independent of a city's size.**

Petaluma, because of its topography and river potential, has a unique chance to join the greatness of other cities. The future economic and aesthetic opportunities of the Core Area, as well as of the entire City, will be determined, to a great extent, by the manner in which the River Esplanade is developed. This Esplanade is a design element which would tend to relate all areas of the City to the cultural, recreation and business hub of the community.

The Esplanade would be approximately 3700 feet long, extending from "D" Street and Petaluma Boulevard on the south to a point just north of Oak Street along existing Petaluma Boulevard North. This arterial development would materially assist north-south traffic flow, effectively tie in with the new four-lane Washington Street Bridge and street improvement, and provide easier access to and through the Downtown Core Area.

In addition to resolving many immediate and long-range City-wide traffic flow, circulation and future off-street parking needs, The Esplanade will lend itself beautifully to further enhancement and use of the Petaluma River as a prestige water-oriented recreation and commercial area.

The walkway along The Esplanade should be designed to meet the many needs of those who live in Petaluma. Along this walkway would be numerous attractions, including ceramic murals depicting the historic character and heritage of Petaluma's past, an area for outdoor commercial and cultural displays, information kiosks, a

river fountain which, besides being visually enticing, would contribute toward keeping the river water moving; a downtown "tot lot" for the added convenience of those who bring their children along when they shop, meet, or work in the Core Area.

A downtown recreation and historical park, new boat berthing and dock facilities, a sailing pond for the very young yachtsman, and water-oriented restaurants and specialty shops can be designed tastefully and economically incorporated into the nautical theme of the Inner Core Area. **Petaluma, today as in the past, can play an important role in the use of rivers and bays around San Francisco.**

Once completed, The Esplanade will have created a "way out," spacious, open feeling in the heart of the City, and the beginning of the "heart transplant," for a stronger and more attractive Core Area will have commenced.

The Mall and Golden Concourse

New community and regional-sized shopping centers have long recognized the value of malls for merchandising and shopper traffic generation. In line with design treatments now taking place in regional shopping centers, a pedestrian mall of major importance should be developed in the Inner Core retail area.

The one-block area on Kentucky Street between Washington and Western Avenue **is ideal for a merchandising-pedestrian mall.** This mall, coupled with the expansion and further development of the **Golden Concourse**, will provide a pedestrian circulation system that will allow shoppers to park and shop quickly, conveniently, in a live and exciting atmosphere.

Separation of pedestrian and vehicular traffic in the shopping area would increase merchandising effectiveness for all stores in the C. B. D. Individual store displays could be better tailored to

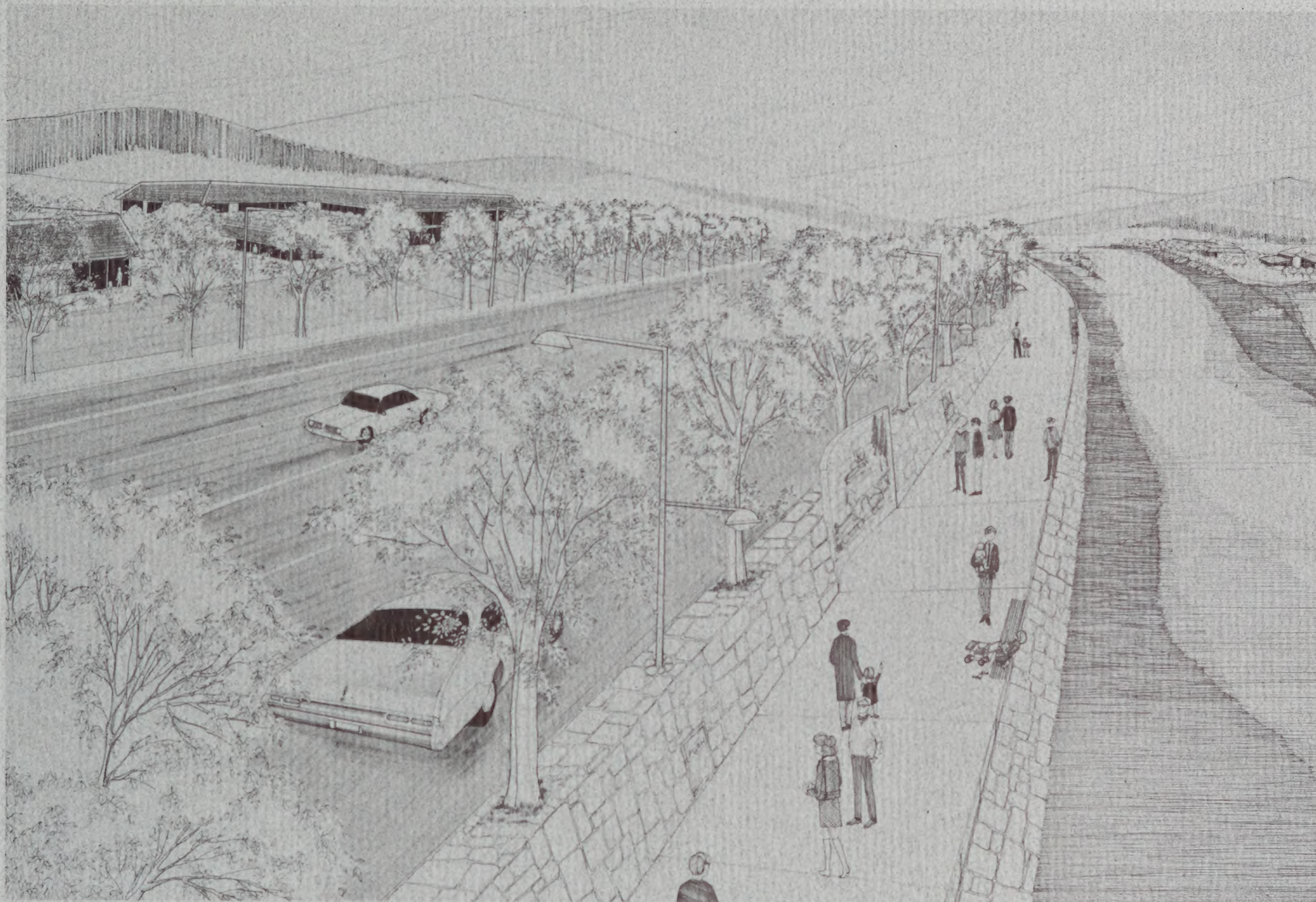
pedestrian visibility. The opportunity to pause, inspect and evaluate, imaginatively displayed goods and services, would be enhanced. The casual setting, including landscaping, fountains, murals, would create a strong retailing atmosphere conducive to effective product presentation.

Further development of the Golden Concourse would include a series of walkways extending from Petaluma Boulevard on the east, to Liberty Street on the west. Small, intimate courtyards would be developed at those locations where the delivery service alleys intersect the Golden Concourse. These courtyards would not only provide an element of safety and greater visibility for those using both the Golden Concourse as well as the trucks using the alley, but would also enable property owners to improve more shopper and retail access areas.

Low-level lighting, as well as high-intensity lighting, would be provided along the entire length of the Golden Concourse.

The Kentucky Street Mall would be designed so that it provides a maximum of flexibility for landscaping, outdoor merchandising displays, and possible inclusion of small commercial kiosks. The mall would eventually serve as the most important community meeting place for shoppers, exhibit area for unusual cultural or artistic displays, and as an area for unusual outdoor merchandising displays on special occasions or for special events.

Possible inclusion, in the mall area, could be an aviary, tastefully done. Part of this feature could include such design elements as landscaping, benches, mail-boxes, a telephone booth and storage bins for refuse. Imaginative lighting adorning the roof structure would tend to brighten up the downtown area after normal shopping hours, at the same time offering illumination and security protection for those stores which front on the mall.



Esplanade, looking
North from
Washington Bridge

The Core Area Today

Physical Conditions

Within the 191.92-acre area are industrial, commercial, single and multiple residential, religious and professional types of land uses. Most of the commercial structures are compacted within a five-block area. Eighty-five per cent of the retail activities are housed in buildings which have long outlived their intended functional or structural use. Newer commercial buildings scattered throughout the downtown area have been unable to establish a central city identity—strong Central Business District (C. B. D.) image. Old, large warehouses, grain elevator storage facilities which back up against Petaluma River reflect the historical agricultural and water-rail shipping conditions and needs of the past.

Many stately, Victorian styled residences still sit atop surrounding rolling hills. Topography of the area affords commanding views of the Sonoma Valley and hills, the River, the Central Business District, and the newer residential subdivision now being built east of Highway 101.

Although Petaluma is second in size to Sonoma County's largest city, Santa Rosa, its proximity to the expanding growth of Marin County and its 40-minute travel time to San Francisco, makes Petaluma attractive to those who wish to be near, but not in, the high-density, urbanized San Francisco area. During 1966 and 1967 Petaluma was one of the few North Bay Cities which experienced rapid development of new single-family residential at a time when limited mortgage monies were available.

Complete and modern sewer and water facilities, and suitable land, properly priced, should assure continuation of new residential subdivision building.

Traffic

Petaluma Boulevard, the major north-south traffic arterial, and formerly a part of the U.S. Highway 101 System, will require enlarging to meet growing traffic volume flowing to and through the heart of the City. The same will be required for Washington Street, the main east-west arterial. Enlargement of Washington Street Bridge from two to four lanes, together with plans to develop Washington Street into a four-moving-lane thoroughfare will give an impetus for adjoining property owners to revitalize and rebuild in accordance with new economic growth needs and potentials. Hopper Street, "D" Street, Howard and Sixth Streets, which border the Core Area, can provide an inner city traffic loop and further define activities contemplated for the Core Area.

Parking

Customer parking facilities for C. B. D. retail activities are scattered throughout the Core Area. In addition to a limited number of one-hour curb parking stalls, the major parking lots are located tangent to Keller Street, the "A" Street Parking Lot, and along Petaluma River between Washington Street and Western Avenue. The need for additional and better organized customer and employee parking are contained in a current report on downtown parking, prepared by Dr. D. Jackson Faustman, Traffic Engineer Consultant. Approximately 400 additional off-street parking stalls will be required within the next five to ten years, just to meet the existing level of retail activity. An additional 200 car stalls will be required to meet the demand of projected commercial expansion contemplated as part of the Core Area Plan.

Retail Sales

Retail sales for the years 1965 through 1967 increased from \$26,600,000 to \$27,800,000. In addition to purchases made in Petaluma, the effective buying potential (within the trade area) of \$42,000,000 is distributed north to Santa Rosa and Coddington, and south to Novato, San Rafael and San Francisco. Expendable income in Petaluma averages \$2,300 per capita and \$6,700 per household. Sonoma County has an average effective buying income per capita of \$2,400 or \$7,400 per household. Major expenditure dollar "escape" are in the apparel, automotive, furniture, household, and general merchandise categories.

New residential developments, changes in buying habits, living requirements, and expanding consumer credit have recently brought about an awareness and change in merchandising requirements. Current C. B. D. sales of \$30.50 per square foot are below the \$50 per square foot average for a city the size and composition of Petaluma. Retail sales taxes collected for the entire city amount to approximately \$310,000 or about 25% of all general tax revenues collected by the City. Generation of sales tax revenues within the Core Area account for approximately 45% of all retail sales tax revenues. All financial and banking facilities are contained in the C. B. D. Area. They include Bank of America, Crocker Citizens, Wells Fargo, Bank of Marin, Sierra National Bank, North Bay and Redwood Savings and Loan offices.

The C. B. D. serves a population trade area of 27,500 within five miles or 15 minutes'

driving distance. C. B. D. banks, and savings and loan offices serve regular depositors up to 25 miles away or 40 minutes' driving time.

The major C. B. D. retail traffic generators include Carither's Department Store, Penney's, Woolworth, Mattei Bros., Western Auto, The Village Shop, Purity Food, and Tuttle Drug. Both Sears and Montgomery Ward have catalog stores in the C. B. D.

Merchandising efforts are being reoriented to include the more sophisticated urban buying market as well as the traditional agricultural population.

Utilities

Many of the overhead, electric and telephone utilities located along all streets and alleys will be placed underground. The adopted Core Area Plan will involve minor changes in utility services, underground as well as overhead. No new utility right of way easements are required to fully implement the Core Area Plan. However, storage of new underground electrical transformer units will require relatively large land areas, centrally located to serve heavy electrical users. Proposed public areas can serve a dual purpose by accommodating underground utility facilities where needed.

Image

New industrial development, and residential expansion in North Marin County and Southern Sonoma County is bringing about less dependence upon agriculture, dairy and poultry production as the City's main employment base, although employment in these areas is still expected to grow. Diversification in employment can be expected along employment lines involving progressive retailing, printing and publishing, light manufacturing, and commercial recreation.

The presence and enhancement of Petaluma River, the City's proximity and gateway to the Pacific Coast, Mendocino County, Redwood Parks, and closer identity to San Francisco's commerce and cultural activities presents an opportunity and a challenge—to couple the City's historical past with the community's agricultural, recreational and light manufacturing future.

Navigational and water-oriented trade importance of Petaluma River provides a unique theme and background on which to rebuild the Core Area.

The Core Area Plan - 1980

Many changes can be expected to take place in the City of Petaluma over the next twelve years. To a great extent, the quality of new growth which can be attracted to undeveloped peripheral areas will depend on the quality, spirit, pace, and enthusiastic action undertaken in the heart of the City. New construction and development in the Core Area should take place at a pace comparable to new peripheral development. Merchandising in the Central Business District can become more extensive and attractive through consolidation of land parcels, improved management of individual property, as well as promotion and joint public and private management of the entire Central Business District.

Consolidation and rebuilding will allow for more attractive merchandising, attract greater numbers of specialty type retail outlets, and provide more diversity in goods and services than presently exist. Those who wish to participate in the change obviously will be encouraged to do so. Absentee owners or retail outlets that require different space accommodations should be encouraged to relocate to better meet their investment or merchandising requirements.

The design of Core Area Plan—1980 is in keeping with trends now taking place in other communities all over the country. Combined land uses, and the inter-relationship of residential and commercial activities represent a break from the traditional zoning and community development of the past.

Much of the present commercial square footage in the downtown area (1,470,953 sq. ft.) is being used for automotive, industrial, and warehouse space, on land potentially too valuable for these functions. The amount of square footage in the downtown area, needed to meet all commercial requirements through 1990, should be reduced to between 800,000 and 900,000 square feet. This square footage is more than ample to serve the expected trade area population. This amount of square footage in the downtown area takes into account the fact that other neighborhood-community type shopping facilities will be provided in newer residential sections of the City.

Within the 39 planning blocks of the Core Area the present cash value of the Core Area is broken down as follows:

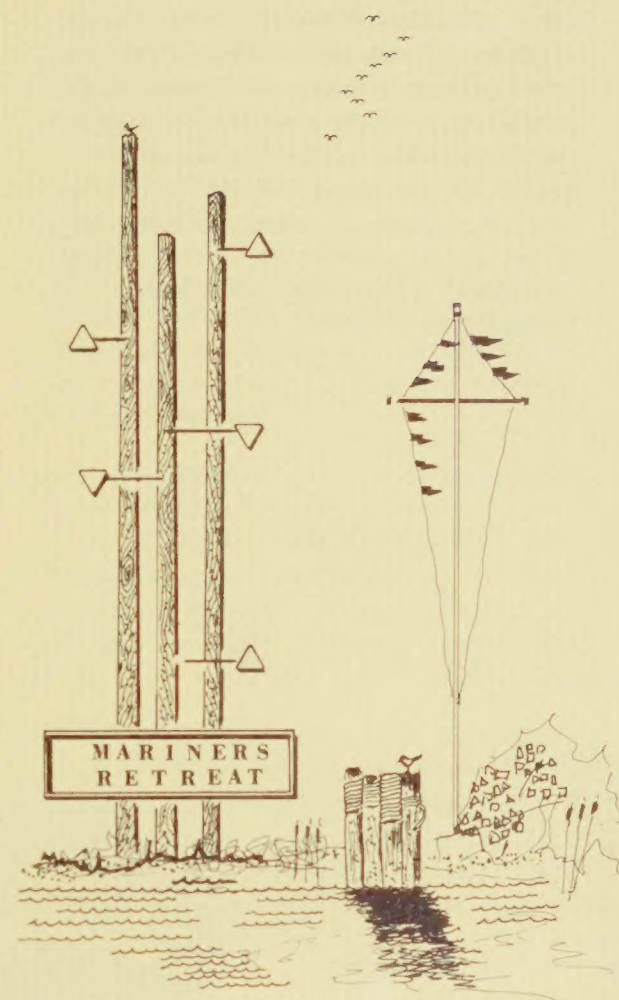
Land	\$ 6,499,600
Improvements	9,267,980
Total	<u>\$15,767,580</u>

For assessed valuation purposes, representing 25% of cash value, the base for both land and improvement value is \$3,941,895. The projected cash value of the new Core Area would increase the \$15,767,580 to a new total of \$37,987,080, or an increase of \$22,219,500. Target date for completing 50% of the project should be 1980, and for completing 90% of the project the target should be 1990. The primary public improvements necessary to provide immediately needed parks, streets, curbs and gutters, The Esplanade and development of the water area, would be approximately \$4,000,000.

The 1968 population within the trade area inside and outside the City is 27,500. The 1975 population in the trade area will approach 65,000, with the City accounting for 35,000, or 53.8% of the trade area population.

New population increases are expected to be primarily due to migration and expansion of population moving out of the northern part of Marin County to the southern part of Sonoma County. This new population can be expected to maintain a higher income per capita, and possess sophisticated attitudes regarding housing, economic, social and physical characteristics of their community.

Historical trends of income growth in the Bay Area can be used to project future incomes. A conservative assumption would indicate that the average income per household can be expected to increase from the current level of \$6700 per year to approximately \$9500 per year by 1980. Downtown Petaluma can be expected to support additional department, apparel, furniture, and specialty stores due to the increase of population and housing being planned within the Core Area, immediately tangent to the Central Business Area.

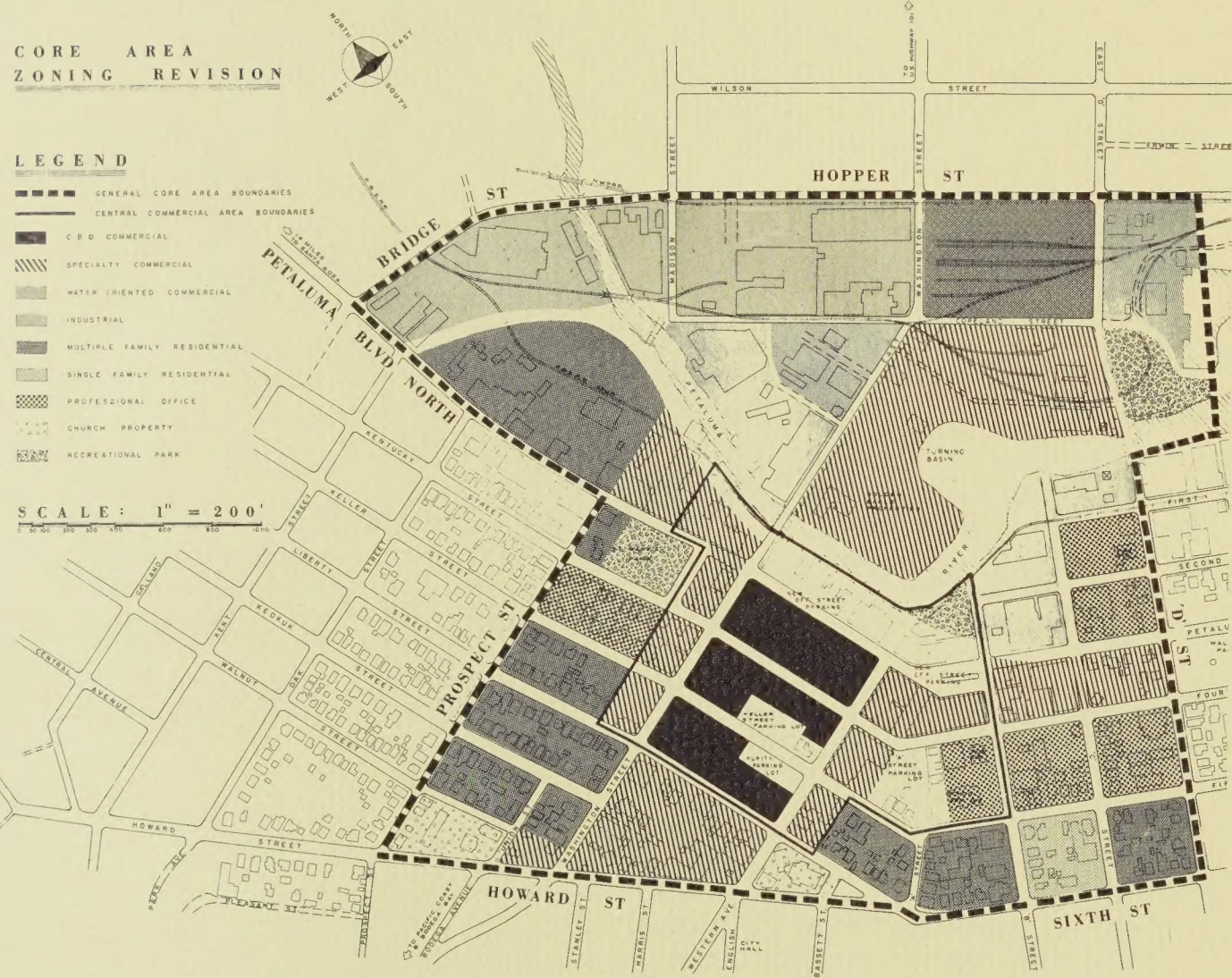


A major portion of employment growth within the Greater Petaluma Trade Area is expected to result in increased recreation, light manufacturing, and increased agriculture employment. At the present time, a substantial number of families and workers in the trade area must seek work outside the immediate Petaluma Area, in San Francisco, San Rafael, Vallejo, or the Santa Rosa Area.

Land Use Plan

Public and private action can be expected to convert or upgrade many existing Core Area land uses, remove obsolete structures, and assemble poorly parceled properties. The diagram shown below indicates the land uses proposed for the Core Area, and this plan will be the basis for subsequent rezoning. The breakdown of land uses is shown on the adjoining chart. The amount of supportable square footage, by category, is also indicated.

16



Summary of Floor Area

	Existing*	Proposed
1. Appliance & Hardware	56,680	30,000
2. Automotive	108,204	—
3. Barber & Beauty Shops	12,150	6,000
4. Bars	9,980	6,000
5. Book & Stationery	9,702	12,000
6. Building Materials	12,022	—
7. Camera, Music	7,180	12,308
8. Cleaners & Laundry	17,391	6,500
9. Clothing (independent)	41,014	45,000
10. Clothing Accessories (shoes, jewelry)	22,149	6,000
11. Drug (independent)	12,725	22,000
12. Finance, Banks	69,162	48,000
13. Food	56,665	75,000
14. Furniture	37,542	27,000
15. Garden, Florist, Pet Shops	13,751	16,000
16. Gas & Service Stations	156,910	80,000
17. Heavy Machinery	90,000	—
18. Hotel	2,400	40,000
19. Industrial Mfg. & Storage	277,674	110,000
20. Junk Yard	4,825	—
21. Liquor (packaged goods)	975	6,000
22. Miscellaneous (vacant buildings, mortuary, bus depot)	206,661	90,000
23. Offices	24,240	40,000
24. Utility Services	12,800	15,000
25. Professional (Dr.'s) Offices, Hospitals	46,052	48,000
26. Private Clubs, Organizations	43,583	45,000
27. Real Estate Offices	7,705	10,000
28. Residential, Rooming House	4,400	—
29. Restaurants	32,698	37,000
30. Sporting Goods & Clothing	14,058	20,000
31. Theater & Entertainment	12,308	12,308
32. Travel	1,760	4,800
33. Variety & Dept. Store	45,587	70,000
Total Sq. Ft.	1,470,953	939,916

* Figures of existing floor area were obtained from Petaluma City Planning Department.

Land Use	Proposed Acreage in New Land Uses
Central Business District Commercial	8.40
Specialty Commercial	35.00
Water Oriented Commercial	10.40
Industrial	23.80
Multiple Family Residential	32.10
Single Family Residential	2.20
Professional Office	12.10
Church Property	4.40
Recreational Park	4.75
River	11.10
Streets, Alleys, Malls, Public Off-Street Parking, Walkway. (24.8% of total land area is devoted to public circulation)	47.67
	191.92

Design Concepts

The unique relationship between water and rolling hills is found in very few California cities. The urban design concept for the Core Area provides for accentuating both features.

The presence of Petaluma River suggests the inclusion of a nautical theme for those types of restaurants which could locate immediately tangent to the Turning Basin. Those old, historic buildings located along Petaluma Boulevard between Western Avenue and "B" Street will once more face Petaluma River. They should be rehabilitated to reflect the era when Petaluma River served as a major navigational route, delivering and shipping agricultural products to and from Sonoma County. Extensive use of heavy wood timbers, cedar shake roofs, massive concrete piers and natural stone, should be incorporated into the rebuilding of the shopping area itself.

Ceramic murals should be tastefully included to realistically portray historical events, landmarks, and the character of the community during the time when Petaluma River was the port for Sonoma County.

The newer multiple-family areas can, in a contemporary fashion, utilize the many new and imaginative applications of wood products. These "town houses" should be designed to create individuality in the units, instead of the block-apartment appearance. A spacious, scenic setting is certain to steal some of the thunder away from the traditional tract housing, and offer an alternative to the traditional subdivision type projects. These new units should provide more than shelter. They should offer amenities made possible by creation of a new environment.

From a practical, municipal point of view, higher densities can result in greater community economics.

The convenience of being able to walk between one's residence and a productive, attractive, downtown area is a merchandising consideration which bears close attention by both the developer and those managing and guiding further enhancement of the Central Business District.

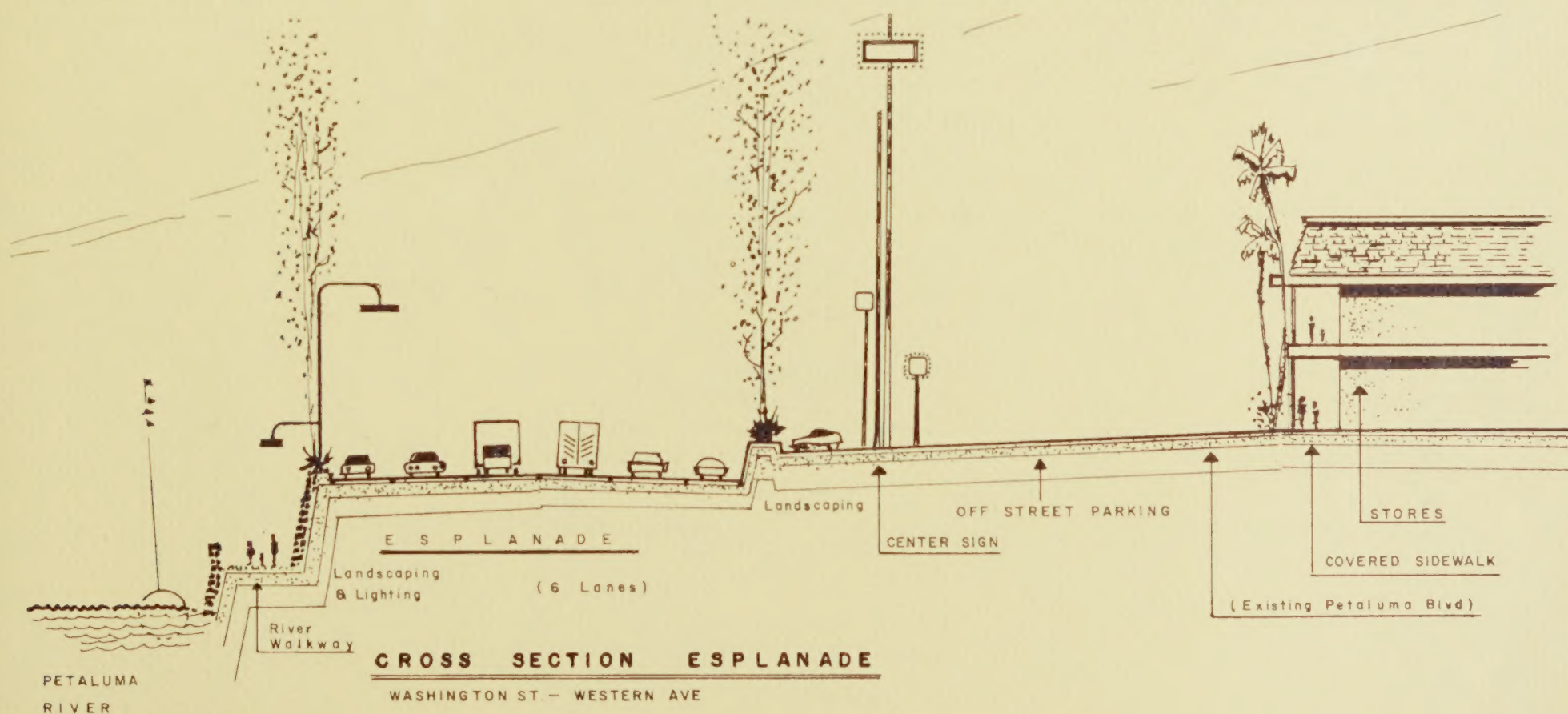
There is a great deal of evidence to show that high-income residential apartments, while obviously more expensive to build, are badly

needed in communities of all sizes. They tend to attract permanent residents. They require less upkeep because the tenants are often older, are less active, or have fewer children. High-income tenants are usually accustomed to living in expensive homes, and are meticulous about maintaining their premises.

Parking areas should be located in landscaped "quads." Access and identification points must be carefully considered so as to minimize noise, interruption of through traffic, and potential circulation hazards.

The design of low-level intensity lighting should be in keeping with the scale of proposed structures. Gas lighting along The Esplanade, the Golden Concourse, and The Mall should be designed to complement the nautical theme, for all structures which are exposed to Petaluma River.

Shown below in a cut-away section of Petaluma River, is the river walkway, development of new parking along existing Petaluma Boulevard, between Washington Street and Western Avenue, and the eventual construction of a covered, two-level pedestrian walkway and retail area.



Description of the Plan

The Center of the Core Area will be reserved exclusively for retail activities. West of Petaluma River and north of Washington Street, between Petaluma River and Howard Street, will be high-density residential. East of Petaluma River and north of Washington Street, between Petaluma River and Hopper Street, will be water-oriented commercial and industrial land uses.

National Ice and its complex of buildings would remain, along with the Diamond Match facility. In time, and as the demand warrants, that area where the grain elevator and subsequent ancillary facilities are located would be converted for water-oriented commercial, recreation, or light industrial usage.

Development of new professional office buildings will be encouraged to locate in the vicinity of the Plaza Park.

Prospect Street may require widening in the future. New setback lines should be established in anticipation of new, multi-family residential growth of the hill area.

The area between Keller Street and Prospect, Washington Street and Walnut Street would be reserved for high-density multiple-family dwellings, with limited amount of commercial provided along Washington Street to meet the needs of new residents. The St. Vincent's Church complex will remain.

Major street and circulation improvements are needed along Howard and Sixth Street, between Washington and "D" Street, to provide easier traffic flow.

The two most important streets will be Washington Street and relocated Petaluma Boulevard, referred to as The Esplanada. These two main arterials will be used exclusively for movement of through traffic, and accessibility to new off-

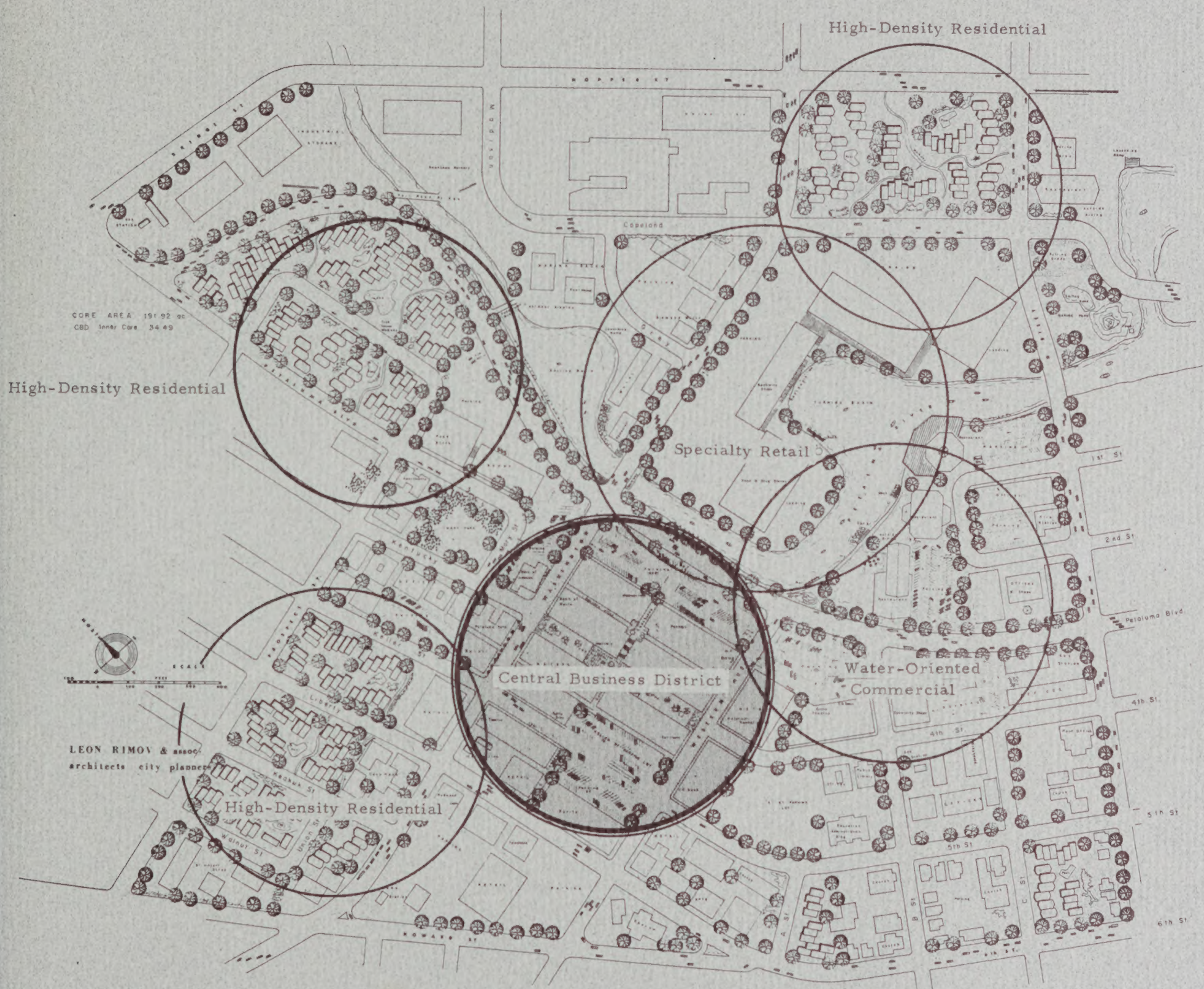
street parking plazas. The numerous street modifications include closing of "C" Street between Fourth and Petaluma Boulevard, closing portions of First, Second, "B" and "C" Streets east of Petaluma Boulevard South, and the closing of alleys between Prospect Street and Washington Street, north of the Central Business District. Minor street improvements and realignments should be made along Fourth and Fifth Streets between Western Avenue and "B" Street; enlargement of "A" Street between Fifth and Sixth Streets; improvement of Madison Avenue west of Hopper Street, connecting Madison with Copeland; extension of Copeland Street to the island south of "D" Street; and realignment of Washington Street in the vicinity of Copeland and Hopper Streets to permit a gradual turning movement of those traveling along Washington Street.

Parking facilities in the downtown area will be conveniently located within 300 feet of all major retail activities in the downtown area. The Keller Street Lot will be enlarged, "A" Street Parking Lot will be enlarged, and new parking facilities be provided immediately tangent to the stores now facing east along Petaluma Boulevard. Parking lots will be developed with immediate access from the Esplanade. As further demands for parking warrant, these parking plazas can be double-decked without disruption to retail activities or existing utility lines.

All parking areas will be landscaped and designed for convenient access to the pedestrian as well as the motorist. Each lot will be visually attractive, and will include landscaping, small sitting areas, public courts and directional signs.

By providing vertical separation of the parking area from The Esplanade, landscape treatment can be developed which will avoid the bare and often unsightly appearance of parking lots.

PETALUMA CORE AREA PLAN



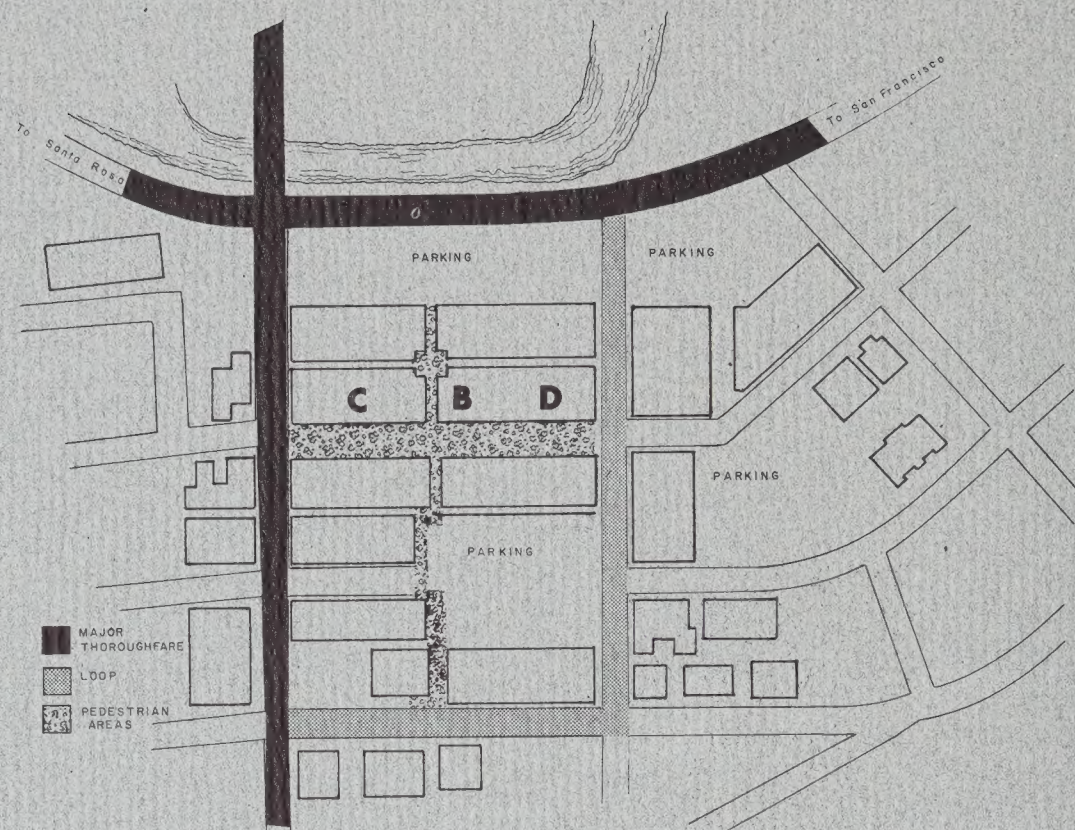
Circulation and Parking

Washington Street and The Esplanade will be the two major arterials to and through the Core Area. An inner traffic loop would be developed to include Western Avenue and Liberty Street. These four streets would tend to define the function and identification of the Central Business District within the Core Area.

In conjunction with the development of new land uses for the Core Area Plan, an off-street parking plan for the Central Business District was prepared by D. Jackson Faustman, Consulting Traffic Engineer, Sacramento, California. Specific items included an examination and analysis of the present parking conditions influencing location and size for long-term (employee) and short-term (customer) parking facilities. Particular emphasis was made on the short-term customer demands.

Evaluation was made of the present parking facilities financed under the 1951 Parking District Law. Retirement of these bonds have been paid for exclusively out of the parking meter revenue generated by both metered off-street and on-street parking stalls. No taxation of property owners within the district has been required to service these bonds. As of the Fiscal Year ending June 30, 1967, the bond indebtedness outstanding was \$126,000. These 1951 off-street parking bonds can be recalled at any time, but will not be completely paid off until 1976. Current parking meter revenue receipts have varied in amount from \$41,000 to \$44,000 per year. The annual curb meter revenue is approximately \$32,000 per year. The spring and summer months record the times of greatest parking demand, but the greatest amount of retail sales in the C. B. D. are experienced in the third and fourth quarter.

The off-street parking report indicates that there is currently a need for 235 additional short-term customer parking and 180 long-term parking. Of the total 708 inventoried off-street parking facilities, only 175 are in metered municipal parking lots. The average parking time for one-hour parking meters is between 25 and 30 minutes.



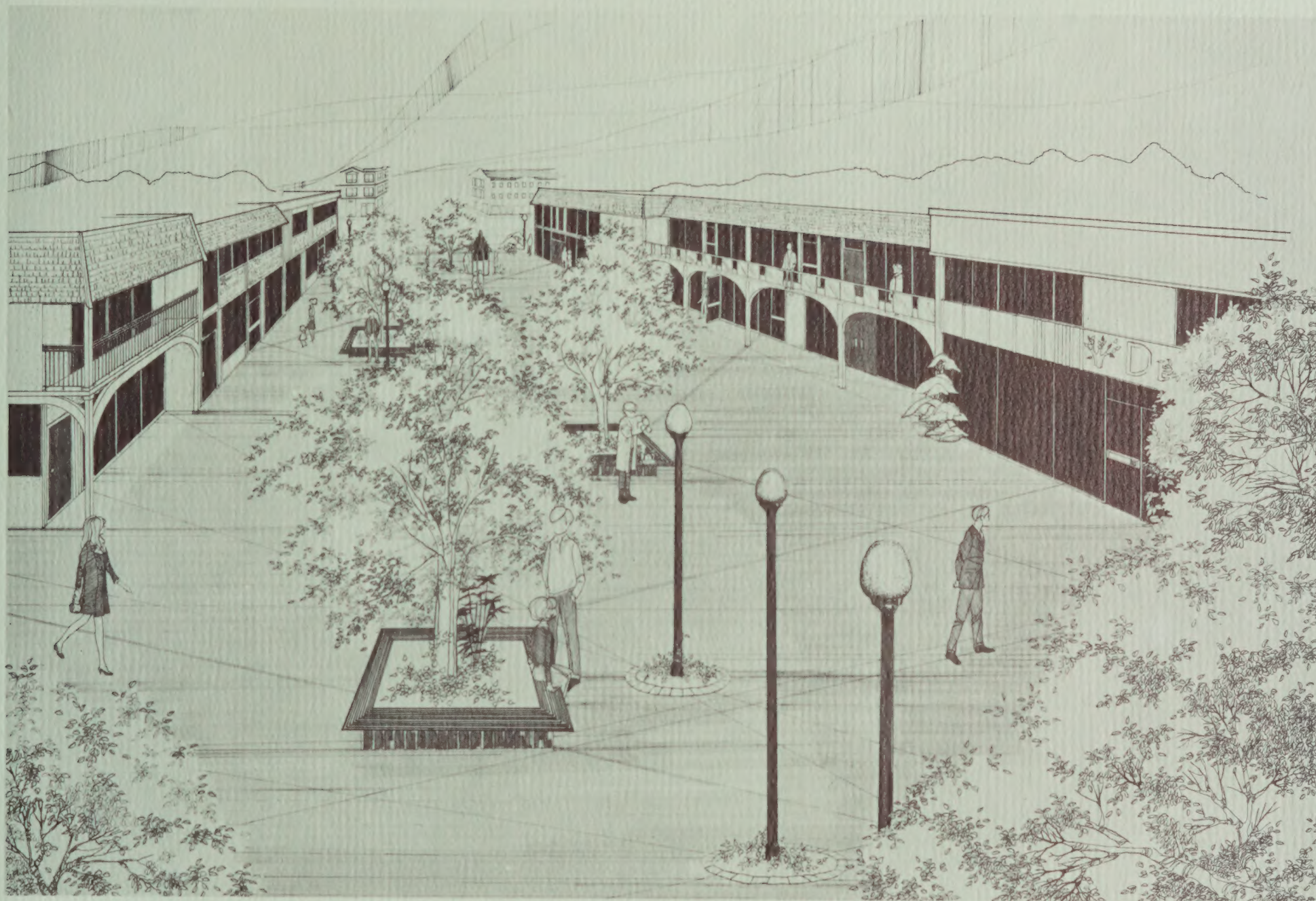
About two-thirds of the parkers who shop in the Keller Street Parking Lot have Kentucky Street as their shopping destination. 300 feet is the maximum convenient walking distance for shoppers patronizing the C. B. D. The single largest destination is Penney's, followed by Carither's. The development of the Golden Concourse with access to Kentucky Street from the Keller Street Lot has been the single most important factor in the successful use of the Keller Street Parking Lot. The 54-car stalls along Petaluma River and Water Street, and the 11-car stall tangent to Western Auto, primarily serve the businesses along Petaluma Boulevard, with Penney's again being the largest generator.

Off-street parking for long-term employee parkers will have to come about voluntarily from private development and by improved merchant-employee plans for employee parking. New, additional parking is provided on the periphery of the major shopping areas. The

inner retail areas would be reserved for pedestrians and the outer areas reserved for automobile traffic flow and parking.

All proposed parking lot areas would allow for vertical expansion at such time as demand warrants. The four major parking areas in the downtown area include the Keller Street Parking Lot, "A" Street Parking Lot, and two new parking areas between the Esplanade and existing stores facing Petaluma Boulevard.

In estimating the total parking needs for both long- and short-term parking, the demand of 2,060 spaces is partially met by the supply of 1,645 spaces, leaving a balance of 415 additional parking spaces needed to supply those businesses that are now located in the downtown area. An additional 415 car stalls is the immediate goal to meet short-range need. Economic and other practical considerations may dictate the size of future needs, depending on the speed and amount of retail expansion within the Core Area.



Core Area Residential

Within the next few years, many cities will see a drastic change in the type and composition of new housing. The demand for better land utilization, increased availability of time for recreation, spiraling construction cost, demands for more public services, and changes in family formation size, and space needs will require that all cities make provisions to include areas to accommodate these new housing requirements.

National building publications indicate that while single-family home construction will continue during the 1970's, there will be a sharp increase in the demand for multiple-family ownership units in addition to the normal rental type apartment. Many builders are programming to build townhouses, condominiums, co-ops, and even entire residential-commercial community complexes. Many of these residential programs will require vast sums of funds for both construction and long-term financing. It is expected that the Federal Housing Administration (FHA), and the Federal National Mortgage Association (FNMA), will be called upon to assist communities and builders in providing these newer residential units.

Anticipating this trend for close-in, high-density living, three areas are provided in the Core Area to potentially capture this multi-family market. **Area 1** is that area between Petaluma Boulevard and The Esplanade, north of Washington Street. **Area 2** is that area bounded by Prospect, Walnut, Washington, Petaluma Blvd. **Area 3** is that block bounded by Hopper Street, Washington, Copeland, and "D" Streets.

Each of these areas provide ample land to accommodate needed family recreation facilities, including lagoons, swimming pools, indoor recreation facilities, open parks, play areas, etc.

In view of the community's limited ability to finance through conventional sources, including banks, savings and loan institutions, and insurance programs, special attention and encouragement should be given to the various types of Federal Housing Administration building programs that can be applied in one or all sections of the Core Area. They are described below for purposes of identifying the program as well as encouraging investigation by local investors, builders, non-profit organizations, and the City, who may be called upon to assist in implementing multiple housing within the Core Area.

The Title 1, Section 203(k) and 220(h) Programs provide for rehabilitation of one to four-family houses and for apartments in urban renewal areas. Loans can be insured up to \$10,000 per family unit with a 20-year maturity date.

Section 234(c) provides mortgage insurance for condominiums, and may be used for any project containing five or more units that is or has been insured under an FHA multiple-family program.

Section 234(d) provides condominium mortgage insurance which may be used to finance reconstruction or rehabilitation of housing by a sponsor intending to sell the individual units as condominium. These structures can either be detached, semi-detached, row, walkup, or elevator type.

Section 213 provides for FHA mortgage insurance on long-term mortgage loans (up to 40 years) to be used to finance projects that will be owned and operated by, and provide housing for, members of non-profit development corporations.

Section 221(d)(2) provides insurance for multiple-family housing for families of both low and moderate income. Homes and multiple-family units built under this provision are frequently sponsored by fraternal or religious organizations to assist in finding accommodations for elderly persons who wish to retain their residence in the City and who desire to live in or near the downtown area.

Section 207 is the long-established mortgage insurance program which provides long-term mortgage financing to individual investors, builders, developers, and apartment-house owners, for financing construction or rehabilitation of rental housing.

Section 232 is a mortgage insurance program to provide nursing home accommodations with at least a 20-bed capacity. This insurance is made for nursing homes that are privately owned, for both profit and non-profit, and that are needed for the care and treatment of convalescents and others not acutely ill. Many of today's nursing homes, or convalescent apartments, are located near major arterials and the main business district.

Section 221(h) provides mortgage insurance for purchase or rehabilitation for low-income purchasers. Five or more dwelling units, detached, semi-detached, or row construction, would qualify.

Section 221(d)(3) is a mortgage insurance program for families of low or moderate income. The principal program is based on below-market interest rates providing FHA insurance mortgages at 3% interest, which are eligible for and generally purchased by the Federal National Mortgage Association under its special assistance function.

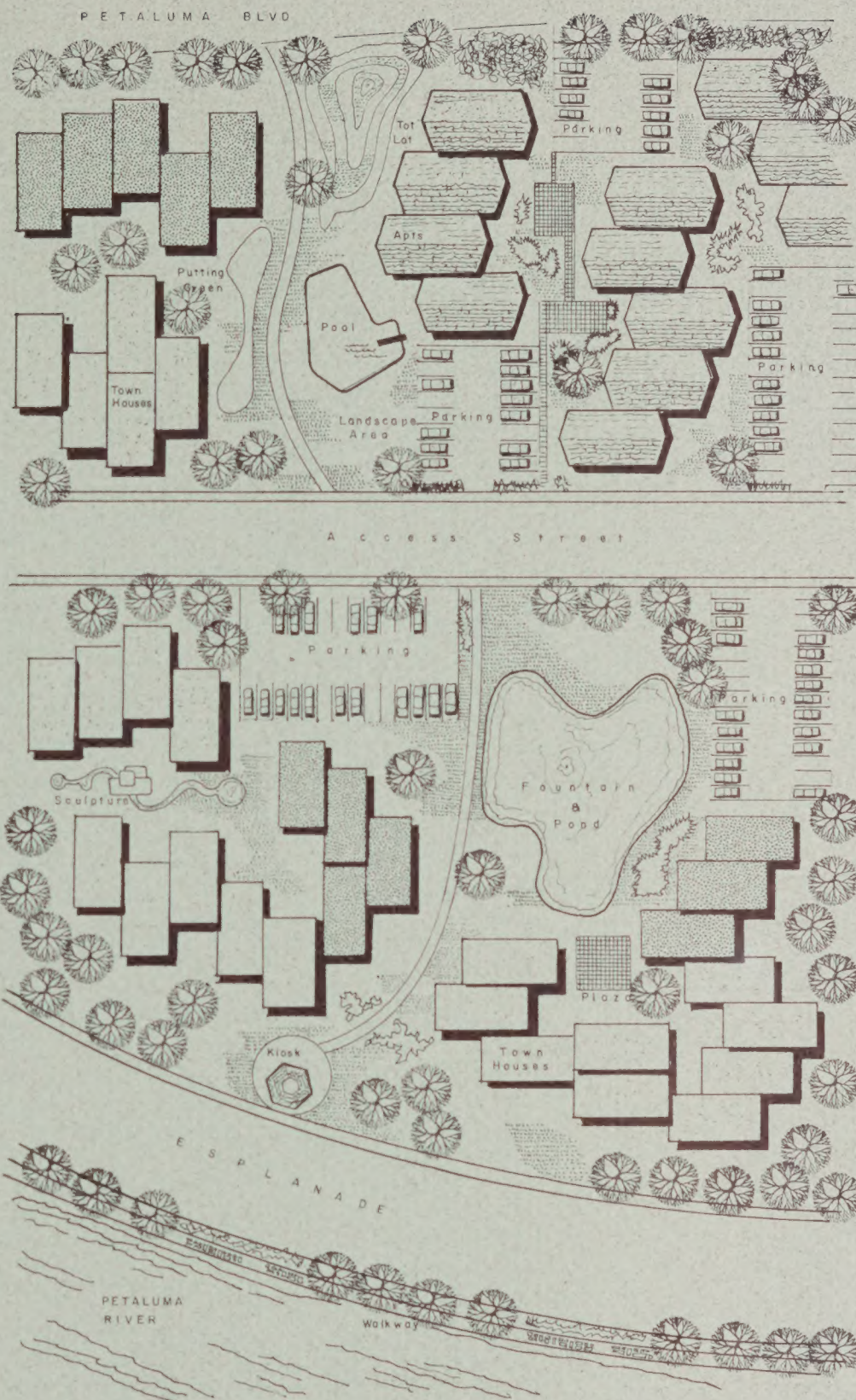
Section 231 is a rental housing mortgage insurance program for the elderly (62 years or older). The mortgage is repaid over a period not to exceed 40 years, and may be either financed 100% of the replacement cost or financed up to 90% in the case of profit motive groups.

Sections 220 and 220(h) can be used by investors, builders and developers, individual home owners and apartment owners, in areas designated for revitalization such as the Core Area. Terms of this mortgage insurance program are more liberal than for those under the FHA's regular home and multiple-family mortgage insurance program.

To complement many of the requirements for multiple housing living, the Housing and Urban Development Act of 1965 P.L. 89-117, provides for the development, by local public agencies, grants to cover two-thirds of the development costs or 75% of the cost in areas designated for revitalization. These can include improvements for recreation as well as community, health and social services.

In addition to the numerous established Federal Housing Administration programs for financing multiple-family, the conventional financing tools via the savings and loan banks and insurance companies should be sought. Local lenders may wish to syndicate and thus assist in the development of larger and more comprehensively planned multiple family units in the Core Area. The best talents of the Private Enterprise System should be sought in developing outstanding land use and architectural designs for those areas designated for high-density residential living.

Common use of parking for residential as well as commercial development should be encouraged, thus spreading the number of hours of usage for parking to its maximum potential.



Suggested Site Development Plan
of River Oriented Residential

Phasing

Development of the Core Area can be financially and aesthetically successful if community understanding and participation is initiated now. As the strong program progresses, a strong management program must prevail which can monitor and accurately evaluate rapid changes which will take place to reflect marketing conditions. Property ownership and retailing participation, government and business policies, new private demands for new commercial and high-density residential zoning should be reviewed on an annual basis, with all such revisions made on the basis of **Planned Unit Development Standards**, coupled with market survey data to support and justify any and all requested changes in zoning and building construction.

Phase I — 1968-1973

Public Actions:

Item	Description	Amount
A	Realignment of Petaluma Blvd. from "D" Street to approximately 300 ft. north of Oak Street	\$2,440,000
B	Widening and realignment of Washington Street between Petaluma Blvd. and Hopper Street	60,000
C	Development of a one-block, 600 ft., Kentucky Street pedestrian mall	190,000
D	Identification signs for Downtown Center	25,000

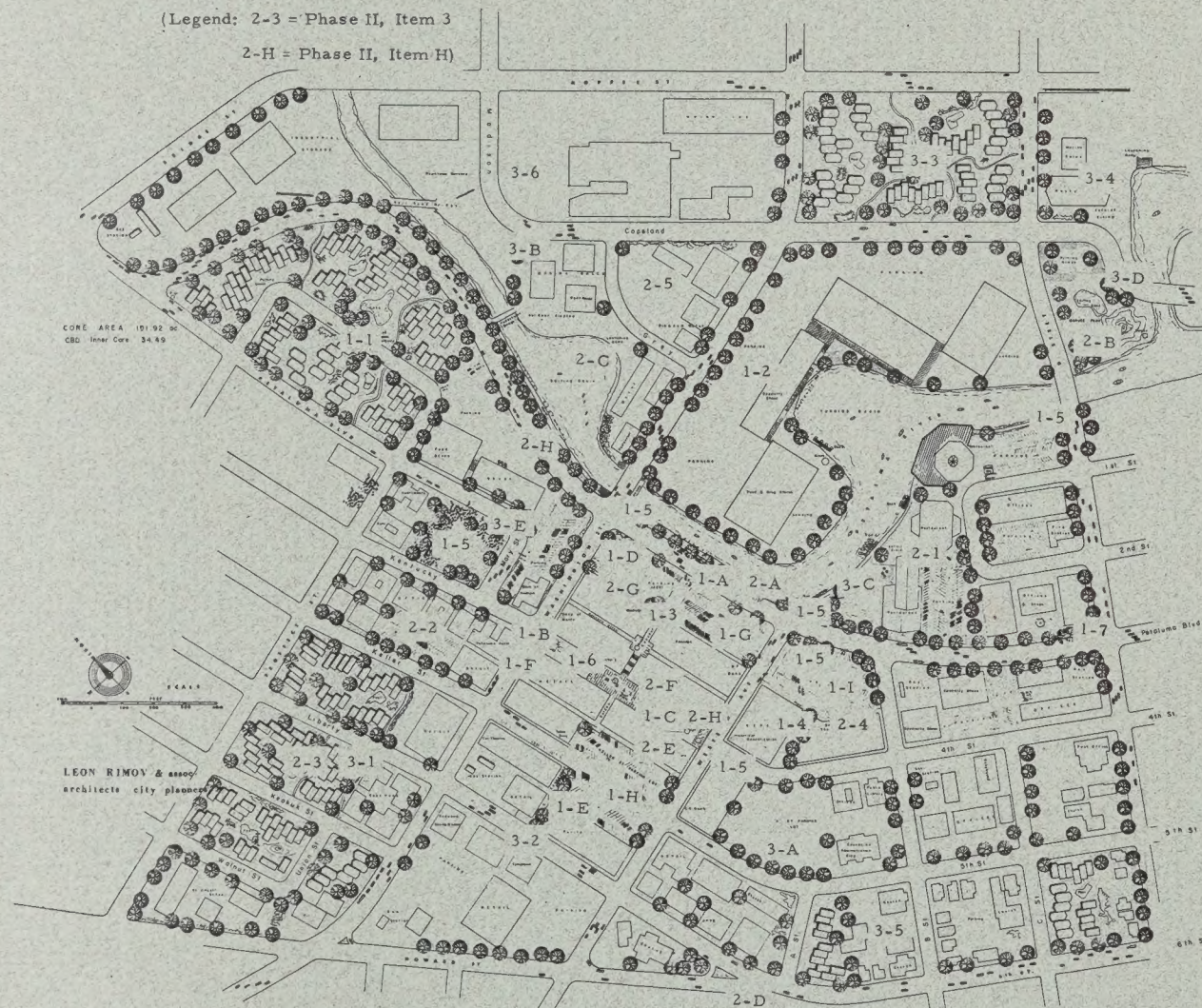
Item	Description	Amount
E	Extension and completion of Golden Concourse	35,000
F	Provide minimum of four (4) lane moving traffic lanes along Washington Street from Howard Street to Highway 101	100,000
G	Develop Washington Street, Petaluma Blvd., Western Avenue Parking Lot (improvement cost less allocated land cost) (233 car stalls)	170,000
H	Expand Keller Street Parking Lot to Western Ave. (improvement cost plus land cost)	230,000
I	Develop Western Ave., Petaluma Blvd., and "B" Street Parking Lot (improvements less allocated land cost) (123 car stalls)	100,000

\$3,350,000

PETALUMA CORE AREA PLAN

(Legend: 2-3 = Phase II, Item 3

2-H = Phase II, Item H)



Phase I — 1968-1973

Private Actions:

1. Development of high-density residential north of Washington Street between Petaluma River and Petaluma Boulevard.
2. Development of a shopping complex to complement the C. B. D., on the Golden Eagle Property, east of Petaluma River, and south of Washington Street.
3. Removal of major and minor sub-standard structures within the immediate Central Business District.
4. Designation of valued historical structures for special revitalization treatment.
5. Designation and acquisition of historical fiscal points in the Core Area.
6. Undergrounding of all overhead utility lines in the C. B. D. Area.
7. Expansion and reconstruction of commercial activities in the vicinity of Petaluma Boulevard and "D" Street.

Phase II — 1974-1979

Public Actions:

Item	Description	Amount
A	Street lined landscaping throughout Core Area	\$ 90,000
B	Acquisition and development of a headwater marine park at "D" Street Bridge	70,000
C	Development of launching ramps and docks along Petaluma River	60,000
D	Improvement of Liberty Street, Howard and Sixth Street Intersection	25,000
E	Downtown benches, walkways, mall equipment	50,000
F	Mall directional signs	10,000
G	C. B. D. directional and identification signs throughout City and at freeway interchanges	20,000
H	Golden Concourse signing and gaslight lamps along Esplanade	8,000
		\$333,000

Phase II — 1974-1979

Private Actions:

1. Development of water-oriented commercial-recreation of property facing the Turning Basin between Petaluma River, "D" Street, and The Esplanade. Streets to be closed or improved per Core Area Plan.
2. Further redevelopment of the professional office complex opposite Plaza Park along Kentucky Street.
3. Development of high-density residential between Washington Street and Prospect Street.
4. Reconstruction of the historical block — Petaluma Boulevard, "B" Street, Fourth and Western Avenue.
5. Expansion of specialty commercial facilities in the vicinity of Copeland Street-Washington Street area.

Phase III — 1980-1990

Public Actions:

Item	Description	Amount
A	Improvement of "A" Street Parking Lot	\$120,000
B	Curb and gutter reconstruction	15,000
C	Utility Realignments	15,000
D	Improvement of Copeland Street to Island	50,000
E	Thoroughfare improvement of Mary Street, Petaluma Blvd., Plaza Park Area	50,000
		\$250,000

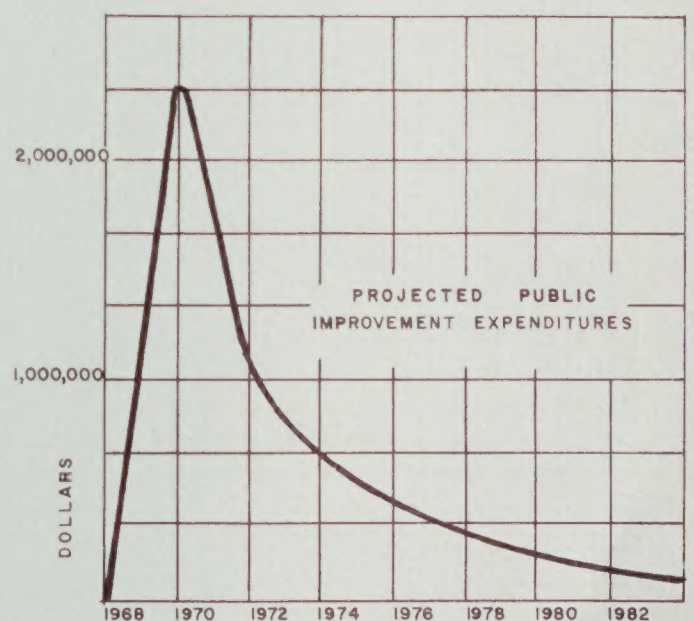
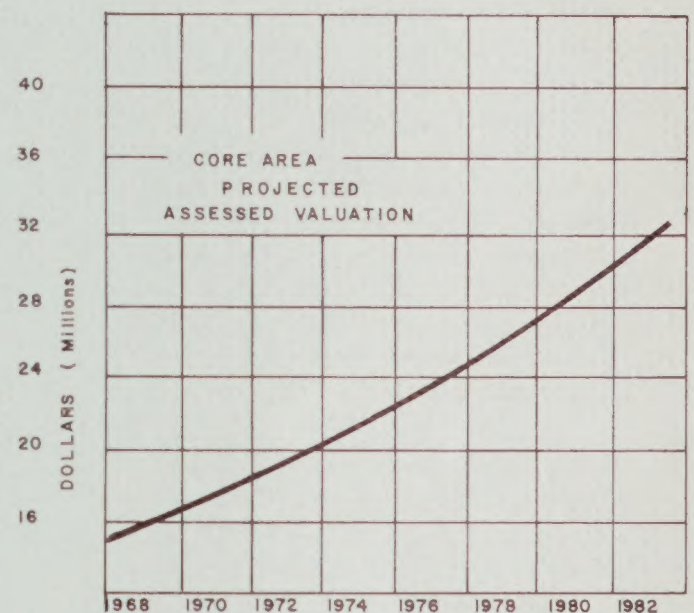
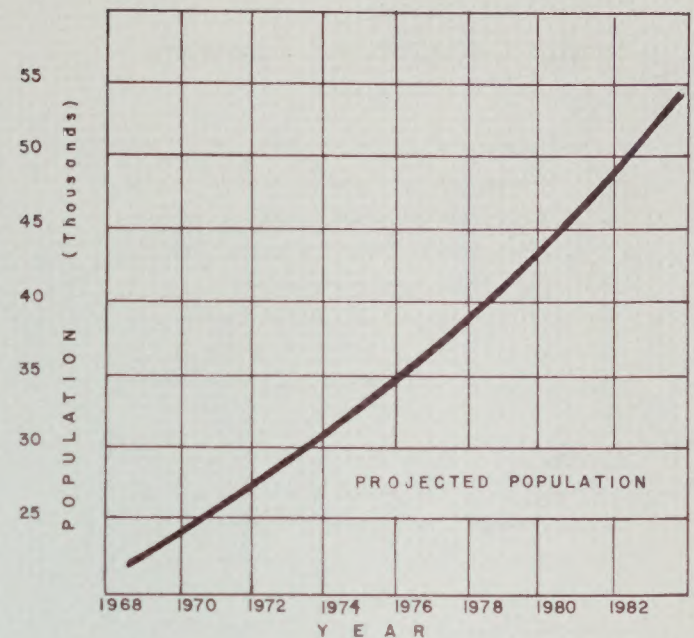
Miscellaneous Street Improvements

Miscellaneous Street Improvements include the closing of Weller Street, Baylis Street, part of Union Street, Martha Street, service alleys in the proposed residential area, Court Street, Water Street, part of "A" Street, and portions of First and Second Streets. Minor realignment will be made on Fourth and Fifth Streets between West and "B" Street, and a loop street would be made of First and Second and part of "C" Street north of "D" Street.

Phase III — 1980-1990

Private Actions:

1. Further development of high-density residential between Washington Street and Prospect Street.
2. Expansion of C. B. D. retail facilities between Keller Street and Howard Street.
3. Development of high-density residential between Hopper Street, Copeland, "D" Street and Washington Street.
4. Development of water-oriented commercial-recreation facilities in the vicinity of Copeland and "D" Street.
5. Development of high-density residential in the vicinity of Fourth Street, Sixth Street, "D" Street, Western Avenue.
6. Development of existing industrial-commercial land between Petaluma River, Hopper Street —north of Washington Street.



Implementation and Financing

Reconstruction of the Core Area today will mean assured tax revenues to provide needed municipal services tomorrow. Strong understanding and support of the relationship between public and private investment in the Core Area must be obtained from all sections of the community—not just those who own property or conduct business in the Core Area.

Approximately \$4 million is needed over the next 10-15 years to provide the necessary public improvements to complement the construction of private investment, which will amount to between \$20-22 million of private investment. Subsequent tax monies collected from these new private investments will amortize needed public expenditures, over a 30-year period.

1. The single most expensive public improvement is the realignment of Petaluma Boulevard and creation of The Esplanade. This \$2,400,000 community improvement could be paid for through the use of combined funding of General Obligation Bonds, Special District Bonds, and Grant-in-Aid Programs for street and highway improvement, i.e., Federal funds for secondary roads, State and County gas tax monies.

2. Most of the minor improvements enumerated in Phase I would immediately benefit the property owners within the Core Area. As such, the use of Special District financing is to be encouraged, utilizing those legislative acts which combine collection of revenue, as well as direct taxation to individual property owners.

Tax increment financing via the California Redevelopment Act and the use of special legislative tools such as Assembly Bill 103, for the development and promotion and parking in the downtown area, are just two of the major means for financing each of the items included in each of the three phases.

3. **One of the first actions necessary** to establish and implement a meaningful financial plan for the downtown area—including use of tax allocation monies—would be the **establishment of a Redevelopment Agency** using the Califor-

nia Redevelopment Law. The City Council could serve as the Agency, or it could appoint a five-member commission to constitute a legal Redevelopment Agency. The function of the Agency would be to coordinate public and private improvements in the Core Area, in conjunction with other City and County projects programmed for the Core Area.

4. In order to qualify for many Grant-in-Aid Programs, the **City should also implement a Workable Program for Community Improvement.** This undertaking is essential in order that the best of both private as well as public resources can be tapped, used to eliminate and prevent blight and foster new local development.

The seven interrelated elements of the Workable Program for Community Improvement is required by the Department of Housing and Urban Development as a prerequisite for all types of Grant-in-Aid financing involving housing, clearing of substandard business and residential areas, grants for neighborhood facilities, open space land acquisition, and grants for acquisition of land anticipated for needed public improvements.

5. Carrying out the improvements of Phase II will require close cooperation between the merchants and the property owners in the downtown area. Combined use of Special District Financing, together with provisions of Assembly Bill 103, and Business License Revenue, can provide the basis for making necessary improvements outlined in this Phase.

Financing the private sector of the Core Area will take many forms. **Responsible and aggressive retailers can be attracted to the downtown area when site conditions, accessibility, and a cohesive downtown promotion and managerial organization is established.**

6. Progressive review of the City's Capital Improvements Program and use of gas tax revenues should constantly be made, so as to assure continuation of appropriations to complete those street improvements as outlined in Phase II and Phase III.

7. The single most expensive item in Phase III would be the improvement of the "A" Street Parking Lot. This improvement calls for the acquisition of a number of small buildings, regrading and resurfacing, to provide for both short- and long-term parking. Long-term (employee) needs will require at least 400 additional stalls within ten years.

8. Phase III would include many minor improvements of the Core Area Plan, including street closings, street realignments, providing of needed new curb and gutters, utility realignment, and the improvement of a bridge from Copeland Street Extension to the "Island."

9. Improvements should be made of the Lakeville Highway so as to link Highway 101 with Hopper Street. This improvement would provide a secondary access route to the Core Area, as well as relieve some of the future traffic flow expected to develop along Washington Street between Hopper Street and Highway 101.

10. **Assistance at all Governmental levels—County, State and Federal—must be sought.** Continual coordination between the City and all involved agencies must be aggressively maintained for a period of between three and five years, or until such time as completed public improvements of Phase I begin to attract the necessary private investment to complement the public expenditures made.

11. Active attention towards stimulating private investment should realize an additional Core Area total assessed value (market value) of approximately \$11 million by 1980 above the present Core Area's \$15,500,000 value assessed.

12. Continuing the current municipal program of removing substandard buildings is vital to show evidence that the City is upgrading its C. B. D. "Merchandising Plant."

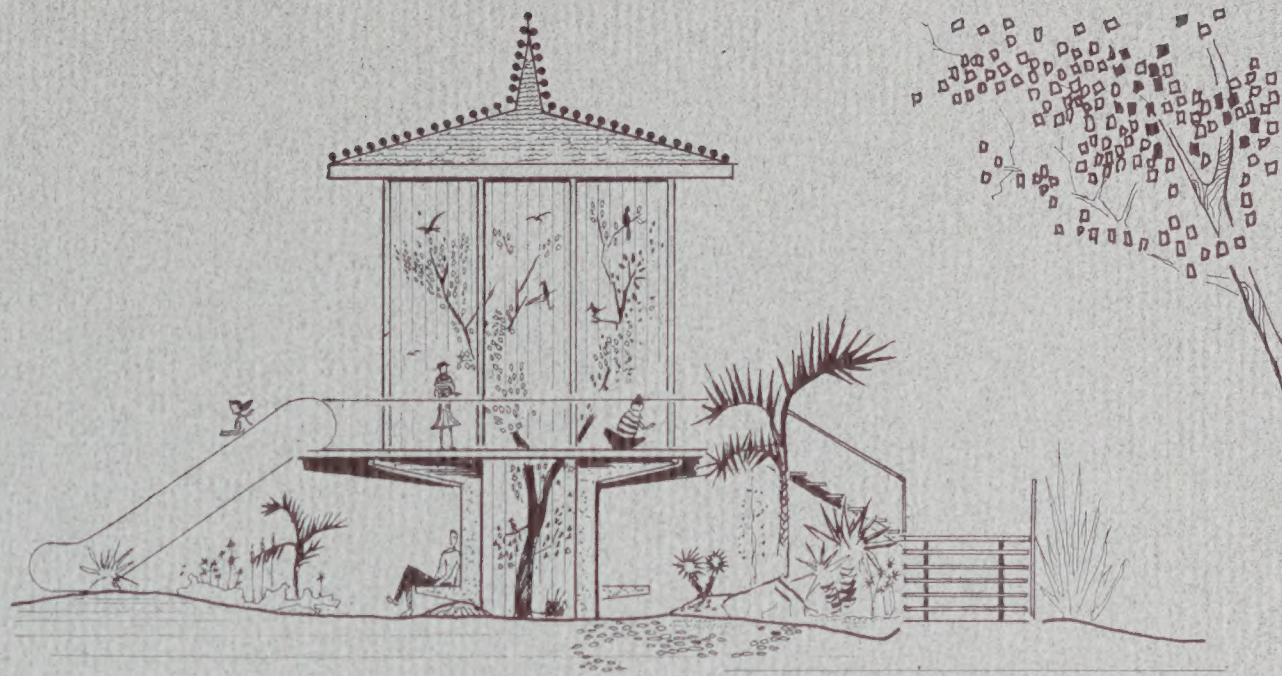
13. More sophisticated financial tools are needed providing for long-term improvements and financing. The use of syndication, debenture bonds, joint stock companies, or common-law trust financial arrangements must be quickly established to overcome the present handicap

of limited mortgage money, dangerously high interest rates, the arbitrary use of points and discounts, and the inability of developers to attract realistic long-term loans commensurate with investment and conservative cash-flow projections.

14. There is adequate available land in the Core Area to immediately initiate building programs involving both commercial and high-density residential expansion. To assist in the financing of these activities, use should be made of the Small Business Administration (and its program for providing low-interest business loans), Small Business Investment Corporation funds (S. B. I. C.), use of AB 103 (promotion and parking funds), and establishment of a private non-profit development corporation to work concurrently with both private and public sectors involved in the Core Area Development Plan. Many cities have been able to attract foundation funds to experiment with new housing or commercial development techniques.

The use of low-interest demonstration grant housing funds available through the Department of Housing and Urban Development, low-interest money for housing for senior and elderly citizens, the use of religious investment funds, health and welfare funds, and pension fund monies, and programs involving joint participation with major manufacturers interested in utilization of their products (i.e., Alcoa Aluminum, General Electric, Sears Roebuck) can also be utilized.

15. New techniques in land development and land utilization are taking place which call for a flexible approach to zoning and land utilization in the Core Area. **Planned Unit Development (P. U. D.), is the tool which tends to encourage innovation and better utilization of land.** In view of the need to assemble many parcels of land, avoid further fragmentation of land in the downtown area, and the need to discourage the practice of variance requests, piecemeal zoning, or building in variance to the adopted Building and Fire Codes of the City,



AVIARY ON THE MALL

a Planned Unit Development Program should be actively pursued. Such a program must include a standardized procedure to encourage comprehensive plan submissions including proposed site utilization, variation in building setback lines, and an analysis of light, air, building coverage and shadow penetration on adjoining properties.

Planned Unit Development improvements can avoid monotonous "look-alike" building. A variety of architectural schemes and design ideas are needed to create interest, contrasts and a competitive visual environment in the Core Area. All street and alley closings should be made subject to allowing utility easement and public accesses. Streets closed and returned to private use should be limited for open space, parking, private roadways, and landscaping. Land involved in street closing should be considered as part of the total private parcel land area for purposes of computing lot coverage and building density.

16. Joint use of municipal off-street parking areas for both residential and commercial should be planned so as to gain full utilization and potential revenue. Developers who employ Planned Unit Development techniques for new residential areas should be given a "bonus," for the assemblage and the development of larger

parcels of land, by offering those developers greater dwelling unit density along with permission to build vertically as well as horizontally. Arbitrary building height limitations should be removed, where no infractions or adverse effects involving light, air, or views, would occur to adjoining property owners.

17. Dedicated streets which have yet to be improved and which are needed to be complete as part of the Core Area Plan should be graded and paved, with assessments attached, to adjoining property owners who directly benefit by the improvement. Streets which are to be closed should be offered for sale to adjoining property owners, with monies received allocated for specific improvements within the Core Area.

18. **The search for private investment and public funds to implement the Core Area Plan should be initiated immediately in an aggressive and sustained fashion.** The Core Area Plan contains a number of elements which would qualify under the various public assistance programs. These programs are enumerated below. Public and private participation for various elements of the Core Area Plan should be sought immediately. "Working committees" should be designated to actively press forward on each element of the Plan.

Listed below are Federal Assistance Programs designed to stimulate new private investments for communities engaged in rebuilding or improving major sections of their city. Working committees should be assigned to evaluate which programs are best suited to accomplish the Core Area's design objectives.

Purpose	Program Title	Authorizing Legislation
1. Drainage — River Pollution Problem — Recreation	Financial Assistance to Small Towns and Rural Groups	Consolidated Farmers Home Administration Act—1961
2. Substandard Building Removal	Demolition of Unsound Structures	Housing Act—1949
3. Open Space and Public Land Acquisition	Urban Beautification	Housing Act—1961 P.L. 87-70
4. Improve Harbor Facilities — Public Tourism Facilities — Flood Control Project (40-Year Project Loans)	Grants and Loans for Public Works and Development Facilities	Public Works and Economic Development Act—1965 P.O. 89-136
5. Interchange — Highway Landscaping	Highway Beautification	Highway Beautification Act—1965 P.L. 89-754
6. Jobs for Housing Transportation and Recreation	Model Neighborhoods in Demonstration Cities	Demonstration Cities and Metropolitan Development—1966 P.L. 89-285
7. Historic Sites and Survey	Real Property or Public Uses or Development	Public Sales Act—1964 P.L. 88-608
8. Pedestrian Walkways Esplanade Tree Planting Soil Erosion Street Improvements and Bridges	Public Facilities Loan	Housing Amendment of 1955 P.L. 84-345
9. Historic Rehabilitation and Code Enforcements	Rehabilitation and Code Enforcement	Housing Act—1949 as amended

Purpose	Program Title	Authorizing Legislation
10. River Improvement	Navigation in Rivers and Harbors	Rivers and Harbors Act—1824 as amended
11. Expand Library and Cultural Facilities	Library Services and Construction	P.L. 89-511
12. Assist with Municipal Capital Improvement Programs	Community Renewal Program	Housing Act—1949
13. Improve Drainage into Petaluma River	Drainage Improvement	Flood Control Act—1944 P.L. 78-534
14. Flood Control	Flood Control Act of June 22, 1936	P.L. 74-738
15. Planned Unit Development — High-Density Residential	Homes Association Residential Subdivision	National Housing Act P.L. 73-479
16. Watershed Improvement	Multiple-Purpose Watershed Projects	Watershed Protection and Flood Preservation Act P.L. 83-566
17. Preserve Historic Sites and Buildings	Historic Preservation Grants	Housing Act—1961
18. Boating Ramps Marine Parks Pedestrian Walkways	Outdoor Recreation Assistance	Land and Water Conservation Fund Act—1965 P.L. 88-578
19. Development of Outdoor Murals — Sculptures — Applied Arts	Grants for Progress in the Arts	P.L. 89-209
20. Revitalization of Residential Area	Economic Development District	Public Works and Economic Development Act—1965 P.L. 89-136
21. Expansion of P. U. D. Retail Areas	Loans to Improve, Relocate, and Create New Business	Small Business Investment Act of 1958

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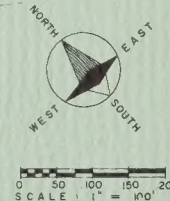


Existing Occupancy Map

LEON RIMOV
& ASSOCIATES

CITY PLANNERS
ARCHITECTS

525-6113
1483-A SOLANO AVE
ALBANY
CALIFORNIA



PETALUMA CORE AREA PLAN

CORE AREA 151.92 ac
CBD Inner Core 34.49



LEON RIMOV & assoc.
architects city planner



PETALUMA CORE AREA PLAN



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